plished with a Hypercard or its equivalent. In addition, the database code will create a file for data collection each time a subscriber begins a preview session. This will identify a specific subscriber with the selections and ratings which were processed and the kiosk station **10**.

To excite the subscriber, and inspire him to pick up an album from the CD rack and preview it on the kiosk station, the retail store can also be provided with a library of CD ROM discs. For example, 600 minutes of top 200 song cuts can be offered on a single CD ROM disc. These discs can be played for an entire 10 hours period without changing. The length of the CD means that there i no recurring pattern or loop. Musical selections will vary from Rock, to Jazz, to Classical, etc. with widespread appeal. This CD ROM disc sampler will contain songs from albums found on the kiosk station. In that way, a subscriber can become interested in a cut heard over the store's in-house sound system, approach the clerk and ask for the album or the artist responsible, and then proceed to pick out their selection.

To use the invention, the subscriber takes any music selection in the store display and approaches the kiosk station **10**. The subscriber is provided with an access card, similar to a credit card, which is used to activate the kiosk station **10**. The system interface is based on a touchscreen **20** and activated by the access card which is passed over a UPC scanner. There is no keyboard to add to levels of confusion or intimidation.

Each customer can complete a brief membership application which asks for basis demographic information, general music listening preferences and buying habits and an access card will then be generated for that subscriber. Each subscriber will have a barcode on their access card which will immediately identify them when beginning a session on the kiosk station **10**. The subscriber identification can be further interfaced with the music store cash register so that with each music purchase following CD preview, the transaction will be identified as a kiosk-related sale.

A program similar to an airline frequent flyer club can be generated. The central database **60** can maintain a library of subscribers with subscriber profile information and specific preview activity. In order to incentivize subscribers to use the kiosk station **10** regularly, subscribers will earn bonus points for answering the rating questions after previewing selections at the kiosk station **10**. Earned bonus points will also accumulate for kiosk-related purchases. Through a combination of rating and purchase bonus points, subscribers will become eligible for discounted and even free music sponsored by music industry participants.

Subscribers may additionally be sent quarterly statements showing a list of albums previewed and kiosk-related purchases. Listings of new releases on the kiosk stations **10**, as well as various promotions sponsored by recording labels and music stores, can be disseminated to the subscribers by generation of a news letter update. Subscriber mailing lists can be used to send additional promotional material.

After scanning the access card across the barcode reader **30** which can use multiple mirrors to enhance the scan rate for a dense scan such as the MS 700 manufactured by Metrologic of Camden, New Jersey, the subscriber scans the bar code of the CD chosen, and up on the touchscreen **20** appears the album cover in full color photographics along with songs from the album. The subscriber then touches the desired song at the desired location of the touchscreen **20** and through the headphones **40** listens to a 30 second clip. Additional options include full motion MTV videos or record reviews.

The access card which is used to activate the kiosk station **10** can be used to monitor all subscriber activities and to generate, for example, demographic information and market research.

Referring now to FIG. **2** there is shown a block diagram demonstrating the apparatus including the storage and transmission to a centralized database **60** for analysis by the central processing unit **70**. Each time a subscriber activates the kiosk at the scanner **50** to begin a session, a data file is created identifying the subscriber and generating a selection preview. Additional information in the form of responses to rating questions for the selection CD and purchase indications can also be captured in the data file. The centralized database **60** can poll each kiosk station **10** at all of the remote locations through a telecommunications link. The information gathered will be analyzed and packaged into market research products for distribution in the record industry and radio stations.

FIG. **2** demonstrates that the selection choice and subscriber data can be transmitted via a public data network **80** for analysis by use of and Executive Information System (EIS) **90**. Such systems provide the capabilities to analyze vast amounts of data and to convert this data into useful information on a real-time basis. EIS's allow non-programmers access to large quantities of data through an intuitive user interface. EIS's have built in tools which make modelling much easier than conventional spreadsheet or database software. The software and technical support of a major telecommunications and information network, such as Comshare, can be used. This EIS software operates in a distributed and portable environment. In addition, the EIS used will be supported on multiple platforms and operating systems. This provides for delivery of proprietary data and its analysis appropriate to the business needs of the record industry. A key attribute to most EIS systems is the provision for multidimensional data dimensions which, in the music industry, may include unit sales, time periods, geographic markets, specific music categories, configuration breakdowns, and demographic profiles of the subscriber base. The capabilities of CD ROM discs will allow for the periodic delivery of market research to the record industry on CD ROM discs.

FIGS. **3** and **4** show various software configured touchscreen display interfaces. Because the touchscreen is matrix generated by software configuration, it is flexible and dynamic. The touchscreen can be programmed to accommodate multiple applications running under one environment on one system as demonstrated in FIGS. **3** and **4**. The software configuration provides for modified with additional features added over time by software modification.

Accordingly, modifications and variations to which the invention is susceptible may be practiced without departing from the scope and intent of the appended claims.

What is claimed is:

1. A method for enabling a user to preview a pre-recorded music product contained in a package, without directly accessing the information on that specific packaged pre-recorded music product available for sale by opening the packaging, using a kiosk having memory means containing prestored, audio information relating to the pre-recorded music product available for sale, the